

CLAIMS

We Claim:

1 1. A method of collecting expressions of consumer demand for
2 performances and making the data available to customers to support
3 decisions regarding performances, said method comprising the steps
4 of:

5 receiving data from consumers including votes indicating
6 consumer demand for a performance,

7 housing collected data in a database, and

8 providing of non-personal consumer data from the database to
9 customers to support decisions to present entertainment
10 performances.

1 2. The method of claim 1, wherein said step of receiving data
2 from consumers further comprises the step of:

3 receiving data from consumers indicating consumer demand for
4 a consumer desired general locale for the performance.

1 3. The method of claim 2, wherein said step of providing of
2 non-personal consumer data from the database to customers to
3 support decisions to present entertainment performances includes
4 the step of providing consumer demand data for a consumer desired
5 general locale for the performance so as to support customer
6 decisions to present entertainment performances at optimal locales.

1 4. The method of claim 3, wherein said step of providing of
2 non-personal consumer data from the database to customers to

3 support decisions to present entertainment performances includes
4 the step of analyzing and sorting consumer data and formatting
5 analyzed and sorted consumer data for reporting.

1 5. The method of claim 1, wherein said step of receiving data
2 from consumers further comprises the step of:
3 receiving consumer contact data from consumers.

1 6. The method of claim 1, further comprising the step of:
2 receiving data from consumers from supplementary survey forms
3 to provide demographic, contact, opinion and personal preference
4 data.

1 7. The method of claim 1, further comprising the steps of:
2 storing, in the database, details of entertainment events
3 which have been scheduled, and
4 sending messages to consumers that a requested performance has
5 been scheduled.

1 8. The method of claim 7, further comprising the steps of:
2 receiving, from an advertiser, specifications for consumer
3 targeting,
4 analyzing the database to identify the specific consumers
5 matching the advertiser specifications, and
6 sending marketing messages to the specific consumers.

1 9. The method of claim 7, further comprising the step of:

2 sending messages to consumers offering at least one of goods
3 and services associated with at least one of the performance, the
4 performer(s), and parties to which the consumer has agreed to be
5 solicited from.

1 10. The method of claim 9, further comprising the step of:
2 sending consumer contact information to performers, if
3 permitted by consent of consumer.

1 11. The method of claim 7, further comprising the step of:
2 providing consumer demand, demographic and preference data, in
3 aggregate form, to customers for market analysis.

1 12. The method of claim 7, further comprising the step of:
2 using contact information, geographic, demographic and
3 preference data to formulate targeted survey panels for the
4 conducting of custom research projects on behalf of third parties.

1 13. The method recited in claim 1 wherein consumer data is
2 received over a network, the step of receiving consumer data
3 further comprising the step of:

4 voting, by a consumer using a voting form presented to the
5 consumer by activation of at least one of a hyperlink and menu
6 selection incorporated into at least one of a web site and an web-
7 based media player.

1 14. The method recited in claim 13 wherein the voting is
2 conducted via digital media devices connected to wireless networks.

1 15. The method recited in claim 13 wherein the voting is
2 conducted via any voice-enabled information input and access
3 device.

1 16. A system for collecting expressions of consumer demand
2 for performances and making the data available to customers to
3 support performance decisions, said system comprising:

4 means for receiving data from consumers including votes
5 indicating consumer demand for a performance;

6 a database for housing collected data; and

7 means for providing of non-personal consumer data from the
8 database to customers to support decisions to present entertainment
9 performances.

1 17. The system of claim 16, wherein said means for receiving
2 data from consumers further comprises:

3 means for receiving data from consumers indicating consumer
4 demand for a consumer desired general locale for the performance.

1 18. The system of claim 17, wherein said means for providing
2 of non-personal consumer data from the database to customers to
3 support decisions to present entertainment performances includes
4 means for providing consumer demand data for a consumer desired
5 general locale for the performance so as to support customer
6 decisions to present entertainment performances at optimal locales.

1 19. The method of claim 18, wherein said means for providing
2 of non-personal consumer data from the database to customers to
3 support decisions to present entertainment performances includes
4 means for analyzing and sorting consumer data and formatting
5 analyzed and sorted consumer data for reporting.

1 20. The system of claim 16, wherein said means for receiving
2 data from consumers further comprises:
3 means for receiving consumer contact data from consumers.

1 21. The system of claim 16, further comprising:
2 means for receiving data from consumers from supplementary
3 survey forms to provide demographic, contact, opinion and personal
4 preference data.

1 22. The system of claim 16, further comprising:
2 means for storing, in the database, details of entertainment
3 events which have been scheduled; and
4 means for sending messages to consumers that a requested
5 performance has been scheduled.

1 23. The system of claim 22, further comprising:
2 means for receiving, from an advertiser, specifications for
3 consumer targeting;
4 means for analyzing the database to identify the specific
5 consumers matching the advertiser specifications; and

6 means for sending marketing messages to the specific
7 consumers.

1 24. The system of claim 22, further comprising:
2 means for sending messages to consumers offering at least one
3 of goods and services associated with at least one of the
4 performance, the performer(s), and parties to which the consumer
5 has agreed to be solicited from.

1 25. The system of claim 24, further comprising:
2 means for sending consumer contact information to performers,
3 if permitted by consent of consumer.

1 26. The system of claim 22, further comprising:
2 means for providing consumer demand, demographic and
3 preference data, in aggregate form, to customers for market
4 analysis.

1 27. The system of claim 22, further comprising:
2 means for using contact information, geographic, demographic
3 and preference data to formulate targeted survey panels for the
4 conducting of custom research projects on behalf of third parties.

1 28. The system recited in claim 16 wherein consumer data is
2 received over a network, the means for receiving consumer data
3 further comprising:

4 means for voting, by a consumer using a voting form presented
5 to the consumer by activation of at least one of a hyperlink and
6 menu selection incorporated on at least one of a web site and an
7 electronic, web-based media player.

1 29. The system recited in claim 28 wherein the voting is
2 conducted via digital media devices connected to wireless networks.

1 30. The system recited in claim 28 wherein the voting is
2 conducted via any voice-enabled information input and access
3 device.